

Index of 1974 Articles

Indexed on the following pages are articles which have appeared in real estate today in 1974. For extra copies of these articles, please write directly to: University Microfilms, Inc., 300 Zeeb Road, Ann Arbor, Michigan 48106.

ACCOUNTING

Accounting for Real Estate Sales—It's a New Ball Game, by James J. Klink, February 1974, pp. 70-73.

Land Syndication: Its Effect on Development, by REALTOR® Jonathan Kutner, February 1974, pp. 66-69.

ADVERTISING

Advertising the Winning Way, July 1974, pp. 9-21.

Guidelines for the New Branch Office, by REALTOR® R. Alexander McClelland, Jr., February 1974, pp. 62-65.

AGENCY

Fees Instead of Commissions, by REALTOR® Harold Trimble, Jr., March 1974, pp. 38-44.

AIR RIGHTS

Air Rights, the Third Dimension, by Jack Kusnet, August 1974, pp. 12-15.



COMMUNICATION

Adding the Personal Touch to Management, by Marian Pozdol, April 1974, pp. 26-31.

Because They Care, by REALTOR® Harold L. Klarreich, March 1974, pp. 31-32.

Does Your Sales Talk Sound Tinny? by REALTOR® Don W. Heiple, August 1974, pp. 32-36.

The Fragile Image, by REALTOR® John H. Towner, October 1974, pp. 22-25.

I Love ABC Realty, by Wayne R. Weld, March 1974, pp. 28-30.

Let's Change the Job—Not the Man, by Lyle Yorks, January 1974, pp. 22-25.

Methods That Motivate, by Richard J. Long, Ph.D., and P. Michael Maher, Ph.D., April 1974, pp. 40-41.

Selling by Trust, by Lyle Yorks, July 1974, pp. 22-25.

Will the Real Sales Manager Please Stand Up, January 1974, pp. 34-39.

CONDOMINIUMS

Condo Management: Before, During and After, by REALTOR® Joseph C. Murray, September 1974, pp. 36-40.

Conversion Team: Putting It Together, by Donald A. Hurst, September 1974, pp. 14-17.

Feasibility Study: Predicting Success, by Frank R. Donato, September 1974, pp. 18-21.

Financial and Legal Aspects: Questions and Answers, September 1974, pp. 22-25.

Marketing Plan: Tenant Sales to Close-out, by REALTOR® William M. Ellis, September 1974, pp. 26-34.

COMPANY NEWSLETTERS

Allied Newsletter, by REALTOR® Scott R. Brewer, September 1974, pp. 70-71.

Bulletin, by REALTOR® Harvey Keith, September 1974, pp. 67-68.

Intercom, by REALTOR® W. L. Breitweiser, September 1974, pp. 65-66.

Investment Newsletter, by Bruce Schinnen, September 1974, p. 68.

The Newsletter, by REALTOR® Edwin A. Ellinghausen, Jr., September 1974, pp. 62-64.

The Real Estate, by Jackie Agee and Clark M. Kokich, September 1974, pp. 72-74.

Real Estate Investment News Letter, by REALTOR® John M. Peckham III, September 1974, pp. 58-61.

Index of 1974 Articles

ENERGY CRUNCH

The Energy Crunch and Real Estate, by Byrl Boyce, Ph.D., March 1974, pp. 10-15.

The Energy Crunch: A Survey of REALTORS®, April 1974, pp. 16-18.



EXCHANGING

74

All in the Family, by REALTOR® William R. Broadbent, February 1974, pp. 37-38.

The Better Concept, by REALTORS® George R. Santy and Robert M. Strand, February 1974, pp. 26-27.

A Budding Investment, by REALTOR® Alan J. Vandermade, February 1974, pp. 34-36.

The Clinical Exchange, by REALTOR® Roland M. Howard, February 1974, pp. 43-44.

The Desire to Sell, by REALTOR® Rex E. Breeden, February 1974, pp. 30-33.

Developing Clients' Investments, by REALTOR® Irene Tolbert, February 1974, pp. 46-47.

Equity for Equity, by REALTOR® Chase V. Magnuson, February 1974, p. 42.

The Exchange of the Year, by REALTOR® Chester W. Allen, February 1974, pp. 22-24.

Hawaii or Bust, by REALTOR® Constance R. Wiedeman, February 1974, pp. 39-41.

Health and Hardship Exchange, by Hilde I. Cambra, February 1974, pp. 28-29.

The Merits of Frequent Exchange, by Robert A. Priore, May/June 1974, pp. 10-13.

Multi-Closing Date Exchange, by REALTOR® Eli Perlman, February 1974, pp. 49-52.

Out of Bounds, by REALTOR® Clyde A. Gentry, February 1974, pp. 48-49.

The Priceless Exchange, by REALTOR® Murray Sobel, February 1974, p. 25.

Pyramiding Success, by C. A. Dolby, February 1974, p. 45.

FEASIBILITY REPORTS

Correlating Information, by REALTOR® Joseph Stettinius, August 1974, pp. 20-27.

Financing the Project, by Clark P. Halstead, Jr., August 1974, pp. 28-30.

Predicting Success Analytically, by James F. Runnion, August 1974, pp. 16-19.

FINANCING

Carry-Back Financing, by David Sirota, Ph.D., May/June 1974, pp. 54-57.

Contract Rent, Market Rent and Value, by REALTOR® R. Peter Jackson, July 1974, pp. 34-35.

Exchange of the Year All in the Family, by REALTOR® William R. Broadbent, February 1974, pp. 37-38.

The Better Concept, by REALTORS® George R. Santy and Robert M. Strand, February 1974, pp. 26-27.

A Budding Investment, by REALTOR® Alan J. Vandermade, February 1974, pp. 34-36.

The Clinical Exchange, by REALTOR® Roland M. Howard, February 1974, pp. 43-44.

The Desire to Sell, by REALTOR® Rex E. Breeden, February 1974, pp. 30-33.

Developing Clients' Investments, by REALTOR® Irene Tolbert, February 1974, pp. 46-47.

Equity for Equity, by REALTOR® Chase V. Magnuson, February 1974, p. 42.

The Exchange of the Year, by REALTOR® Chester W. Allen, February 1974, pp. 22-24.

Hawaii or Bust, by REALTOR® Constance R. Wiedeman, February 1974, pp. 39-41.

Health and Hardship Exchange, by Hilde I. Cambra, February 1974, pp. 28-29.

Multi-Closing Date Exchange, by REALTOR® Eli Perlman, February 1974, pp. 49-52.

Out of Bounds, by REALTOR® Clyde A. Gentry, February 1974, pp. 48-49.

The Priceless Exchange, by REALTOR® Murray Sobel, February 1974, p. 25.

Pyramiding Success, by C. A. Dolby, February 1974, p. 45.

How to Invest Without Money, by REALTOR® David D. Roberts, April 1974, pp. 42-47.



Land Syndication: Its Effect on Development, by REALTOR®

Jonathan Kutner, February 1974, pp. 66-69.

The Merits of Frequent Exchange, by Robert A. Priore, May/June 1974, pp. 10-13.

The PMI and Residential Sales, by Robert Irwin, January 1974, pp. 18-21.

Recapture: A Word to Remember, by REALTOR® E. C. Stevens, October 1974, pp. 18-20.

A Reference of Sources for Residential Sales, January 1974, pp. 16-17.

Special Situations with Commercial Properties, by Gordon J. Anderson, January 1974, pp. 12-15.

A Survey of REALTORS®, January 1974, pp. 3-11.

Where to Find the Money, May/June 1974, pp. 58-60.

Why Joint Venture? by REALTOR® George P. Macatee III, January 1974, pp. 42-48.

HOUSING TRENDS

Is the Homeowner Subsidized? by A. H. Schaaf, January 1974, pp. 26-29.

Nature of the Housing Market, by Bruce M. Hass, May/June 1974, pp. 62-67.

Remedies for Exclusionary Zoning, by Stephen Sussna, October 1974, pp. 38-41.



INTERNATIONAL REAL ESTATE

Consulting as a Specialty, by F. W. Bauers, Chad Redick and Charles Ford, July 1974, pp. 48-50.

The Educational Process of Selling, by Robert D. Barron, July 1974, pp. 44-45.

Merchandising the Property, by Williston H. Clover, July 1974, pp. 40-43.

Operating the International Company, by F. W. Bauers, July 1974, pp. 46-47.

Outlining the Possibilities, by Williston H. Clover, July 1974, pp. 37-39.

Taxes and the International Transaction, by Dwaine E. Carr, July 1974, pp. 51-55.

LAND DEVELOPMENT

Advice for Beginning Developers: It's Not as Hard as You Think, by REALTOR® Carl D. Storey, Jr., October 1974, pp. 4-9.
Six Critical Points to Remember, by REALTOR® Karl F. Nagel, October 1974, pp. 10-13.

How to Invest Without Money, by REALTOR® David D. Roberts, April 1974, pp. 42-47.

Land Investment Enters an Era of Regulation, by Robert H. Whitney, October 1974, pp. 26-27.

Land Syndication: Its Effect on Development, by REALTOR®

Jonathan Kutner, February 1974, pp. 66-69.

Land Use: The Taking Issue, by David L. Callies, November/December 1974, pp. 18-24.

Pitfalls and Profits of Land Development, by REALTOR® Howard G. Krafur, March 1974, pp. 4-8.

So You Want to Develop a Mini-Warehouse? by REALTOR® James E. Freeman, September 1974, pp. 50-55.

Why Joint Venture? by REALTOR® George P. Macatee III, January 1974, pp. 42-48.

You Can Beat City Hall, by REALTOR® Whitney E. Kerr, February 1974, pp. 4-12.

LEASES

Contract Rent, Market Rent and Value, by REALTOR® R. Peter Jackson, July 1974, pp. 34-35.

So You Want to Develop a Mini-Warehouse? by REALTOR® James E. Freeman, September 1974, pp. 50-55.

What Belongs in the Commercial Lease? by REALTOR® Earl A. Snyder, April 1974, pp. 32-38.

MARKETING COMMERCIAL-INVESTMENT PROPERTY

Accounting for Real Estate Sales—It's a New Ball Game, by James J. Klink, February 1974, pp. 70-73.

Contract Rent, Market Rent and Value, by REALTOR® R. Peter Jackson, July 1974, pp. 34-35.

Doing Something About It, by Philip R. Elmes, March 1974, pp. 24-27.

Index of 1974 Articles

Feasibility Reports:

Correlating Information, by REALTOR® Joseph Stettinius, August 1974, pp. 20-27.

Financing the Project, by Clark P. Halstead, Jr., August 1974, pp. 28-30.

Predicting Success Analytically, by James F. Runnion, August 1974, pp. 16-19.

Fees Instead of Commissions, by REALTOR® Harold Trimble, Jr., March 1974, pp. 38-44.

Financing: Special Situations with Commercial Properties, by Gordon J. Anderson, January 1974, pp. 12-15.

Goal Setting, the Attainable Dream, by REALTOR® Charles M. Smith, March 1974, pp. 34-36.

Growing Small for Bigger Profits, by REALTOR® Robert A. Doyle, October 1974, pp. 49-51.

How to Invest Without Money, by REALTOR® David D. Roberts, April 1974, pp. 42-47.

A Primer for Creative Tax Planning, by Robert E. Wangard, November/December 1974, pp. 50-63.

Real Estate vs. Wall Street, by William W. Larson and REALTOR® Eugene Knepper, May/June 1974, pp. 14-16.



Recapture: A Word to

Remember, by REALTOR® E. C. Stevens, October 1974, pp. 18-20.

Who Cares About Fat Freddy!

by REALTOR® Charis Zeigler, April 1974, pp. 48-51.

Women Are Like That Other

Gender, May/June 1974, pp. 4-9.

You Can Beat City Hall, by REALTOR® Whitney E. Kerr, February 1974, pp. 4-12.

MARKETING RESIDENTIAL PROPERTY

A Complete Guide to the Open House, by REALTOR® Barbara Cook, November/December 1974, pp. 68-72.

At Ease: Selling to the Military Family, by REALTOR® Robert M. Bell, February 1974, pp. 58-59.

Award-Winning Residential Sale, by REALTOR® Al Jennings, Jr., February 1974, pp. 13-15.

Break Out of that Slump! by REALTOR® Robert T. Reedy, January 1974, pp. 30-32.

Can a 19-Year-Old Kid in a Band Uniform Sell Real Estate? by Tom Hopkins, May/June 1974, pp. 42-47.

Carry-Back Financing, by David Sirota, Ph.D., May/June 1974, pp. 54-57.

Cold Canvassing: A Two-way Street, November/December 1974, pp. 34-41.

Developing Manual Dexterity, by REALTOR® Billy H. Martin, October 1974, pp. 28-32.

Does Your Sales Talk Sound Tinny? by REALTOR® Don W. Heiple, August 1974, pp. 32-36.



Financing: A Reference of Sources for Residential Sales, January 1974, pp. 16-17.

For-Sale-By-Owner How To's, by REALTORS® Howard Lubow and Cliff Channell, January 1974, pp. 54-55.

Get That Listing! by REALTOR® James E. Spelman, July 1974, pp. 28-33.

Goal Setting, the Attainable Dream, by REALTOR® Charles M. Smith, March 1974, pp. 34-36.

Increased Sales Through Key Accounts, by Henry Ericksen, October 1974, pp. 44-45.

Organizing Line by Line, by REALTOR® John O. Roy, September 1974, pp. 46-49.

Please, No Surprises!, by H. James Krauser, October 1974, pp. 14-17.

The PMI and Residential Sales, by Robert Irwin, January 1974, pp. 18-21.

Restoration of Historic Properties, by REALTOR® Charles O. Scheer and Kathym Scheer, July 1974, pp. 56-59.

Scheduling Minute by Minute, by John A. Metcalf, September 1974, pp. 42-45.

Selling by Trust, by Lyle Yorks, July 1974, pp. 22-25.

Service Is Our Business, by REALTOR® John Grabowski, May/June 1974, pp. 50-53.

Tying Up the Loose Ends, by REALTOR® William B. Fooks, March 1974, pp. 16-22.

Where to Find the Money, May/June 1974, pp. 58-60.

Who Cares About Fat Freddy! by REALTOR® Charis Zeigler, April 1974, pp. 48-51.

OFFICE DESIGN

The Challenge of Renovating, by Betty A. Reeves, April 1974, pp. 52-55.

Coming Together, by Robert L. Toolin, November/December 1974, pp. 64-67.

Creating a New Look Downtown, by REALTOR® Montie Box, January 1974, pp. 50-53.

Creating Through Renovation, by Carol Francis, March 1974, pp. 52-55.

The Heart of the Company, by REALTOR® Joe Wade III, September 1974, pp. 76-78.

The House Beneath the Oak, by REALTOR® Dorothy Grove, August 1974, pp. 50-52.



The Look of Yesteryear, by REALTOR® John Holmes Andrus, February 1974, pp. 74-77.

The Office with Something Extra, by Gwen Reese, October 1974, pp. 54-55.

Opportunities for the Enterprising Broker, by REALTOR® Joseph P. Brady, May/June 1974, pp. 70-71.

Reviving Colonial Times, by REALTOR® Joe L. Crews, July 1974, pp. 60-62.

OFFICE DIVERSIFICATION

Marriage Real Estate Style: The Acquisition: Making it Work, by Jerry Becker, November/December 1974, pp. 11.

The Merger: How to Do It, by REALTOR® Clem Lyckberg, November/December 1974, pp. 12-15.

Should You or Shouldn't You? by REALTOR® Kenneth Berg, November/December 1974, pp. 6-8.

What Is It Worth?, by Earl Bronsteen, November/December 1974, pp. 9-10.

Advice for Beginning Developers: It's Not as Hard as You Think, by REALTOR® Carl D. Storey, Jr., October 1974, pp. 4-9.

Six Critical Points to Remember, by REALTOR® Karl F. Nagel, October 1974, pp. 10-13.

Is the Insurance Business for You? by REALTOR® Lowell I. Stahl, April 1974, pp. 20-23.

What About International? Consulting as a Specialty, by F. W. Bauers, Chad Redick and Charles Ford, July 1974, pp. 48-50.

The Educational Process of Selling, by Robert D. Barron, July 1974, pp. 44-45.

Merchandising the Property, by Williston H. Clover, July 1974, pp. 40-43.

Operating the International Company, by F. W. Bauers, July 1974, pp. 46-47.

Outlining the Possibilities, by Williston H. Clover, July 1974, pp. 37-39.

Taxes and the International Transaction, by Dwaine E. Carr, July 1974, pp. 51-55.

OFFICE MANAGEMENT

Adding the Personal Touch to Management, by Marian Pozdol, April 1974, pp. 26-31.

Because They Care, by REALTOR® Harold L. Klarreich, March 1974, pp. 31-32.

Creating a Budget that Works, by REALTOR® John W. Steffey, August 1974, pp. 38-47.

The Company Newsletter: Should You or Shouldn't You? **Allied Newsletter**, by REALTOR® Scott R. Brewer, September 1974, pp. 70-71.

Bulletin, by REALTOR® Harvey Keith, September 1974, pp. 67-68.

Intercom: by REALTOR® W. L. Breitweiser, September 1974, pp. 65-66.

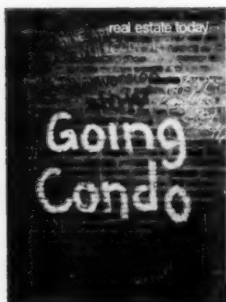
Investment Newsletter, by Bruce Sohnen, September 1974, p. 68.

The Newsletter, by REALTOR® Edwin A. Ellinghausen, Jr., September 1974, pp. 62-64.

The Real Estate, by Jackie Agee and Clark M. Kokich, September 1974, pp. 72-74.

Real Estate Investment News Letter, by REALTOR® John M. Peckham III, September 1974, pp. 58-61.

Index of 1974 Articles



78

The Fragile Image, by REALTOR® John H. Towner, October 1974, pp. 22-25.

Games Real Estate People Play, by REALTOR® Joe F. Hanauer, July 1974, pp. 4-7.

Growing Small for Bigger Profits, by REALTOR® Robert A. Doyle, October 1974, pp. 49-51.

Guidelines for the New Branch Office, by REALTOR® R. Alexander McClelland, Jr., February 1974, pp. 62-65.

I Love ABC Realty, by Wayne R. Weld, March 1974, pp. 28-30.

Independent Contractor or Employee?
How to Choose What's Right for You, by William D. North, August 1974, pp. 8-10.
Is One Better than the Other? by Jonathan T. Howe, August 1974, pp. 4-7.

Let's Change the Job—Not the Man, by Lyle Yorks, January 1974, pp. 22-25.

Methods That Motivate, by Richard J. Long, Ph.D., and P. Michael Maher, Ph.D., April 1974, pp. 40-41.

Open for Business, by REALTOR® Monte Lord, October 1974, pp. 46-48.

Programs that Promote, by REALTOR® Gary Fugere, February 1974, pp. 54-57.

Selecting the Sales Manager: How to Pick a Winner
Defining the Role of Sales Manager, May/June 1974, pp. 18-22.

Highlighting Opinions: A National Sample, May/June 1974, pp. 26-29.

Insights and Viewpoints from Another Perspective, May/June 1974, pp. 23-25.

What's in the Job?, May/June 1974, pp. 30-40.

A Step Beyond the Sales Meeting, by REALTOR® Richard Caruso, March 1974, pp. 46-51.

Will the Real Sales Manager Please Stand Up, January 1974, pp. 34-39.

PUBLIC RELATIONS

The Company Newsletter: Should You or Shouldn't You?
Allied Newsletter, by REALTOR® Scott R. Brewer, September 1974, pp. 70-71.

Bulletin, by REALTOR® Harvey Keith, September 1974, pp. 67-68.

Intercom, by REALTOR® W. L. Breitweiser, September 1974, pp. 65-66.

Investment Newsletter, by Bruce Sohnen, September 1974, p. 68.

The Newsletter, by REALTOR® Edwin A. Ellinghausen, Jr., September 1974, pp. 62-64.

The Real Estate, by Jackie Agee and Clark M. Kokich, September 1974, pp. 72-74.

Real Estate Investment News Letter, by REALTOR® John M. Peckham III, September 1974, pp. 58-61.

The Fragile Image, by REALTOR® John H. Towner, October 1974, pp. 22-25.

Programs that Promote, by REALTOR® Gary Fugere, February 1974, pp. 54-57.

The REALTOR® and His Community: Experience Is the Best Teacher, by REALTOR® Matthew Troy, November/December 1974, pp. 42-44.

Fostering Tenant Good Will, November/December 1974, pp. 44-45.

Message Through the Media, by REALTOR® James J. Beirne, November/December 1974, pp. 47-48.

Working with the Chamber of Commerce, by REALTOR® Jon Kirk, November/December 1974, pp. 45-46.

REHABILITATION

Doing Something About It, by Philip R. Elmes, March 1974, pp. 24-27.

Going Condo: Condo Management: Before, During and After, by REALTOR® Joseph C. Murray, September 1974, pp. 36-40.

Conversion Team, Putting it Together, by Donald A. Hurst, September 1974, pp. 14-17.

Feasibility Study: Predicting Success, by Frank R. Donato, September 1974, pp. 18-21.

Financial and Legal Aspects: Questions and Answers, September 1974, pp. 22-25.

Marketing Plan: Tenant Sales to Close-out, by REALTOR® William M. Ellis, September 1974, pp. 26-34.

Restoration of Historic Properties, by REALTOR® Charles O. Scheer and Kathryn Scheer, July 1974, pp. 56-59.

SALES MANAGER

Defining the Role of Sales Manager, May/June 1974, pp. 18-22.

Insights and Viewpoints from Another Perspective, May/June 1974, pp. 23-25.

Highlighting Opinions: A National Sample, May/June 1974, pp. 26-29.

What's in the Job?, May/June 1974, pp. 30-40.

Will the Real Sales Manager Please Stand Up, January 1974, pp. 34-39.



SALESPeople—COMPENSATION

Are You Taking Your Rightful Tax Deductions? by Donald E. Shutt, February 1974, pp. 16-19.

Independent Contractor or Employee?

How to Choose What's Right for You, by William D. North, August 1974, pp. 8-10.

Is One Better than the Other? by Jonathan T. Howe, August 1974, pp. 4-7.

SALESPeople—RECRUITING, SELECTING & TRAINING

Adding the Personal Touch to Management, by Marian Pozdol, April 1974, pp. 26-31.

Because They Care, by REALTOR® Harold L. Klarreich, March 1974, pp. 31-32.

Games Real Estate People Play, by REALTOR® Joe F. Hanauer, July 1974, pp. 4-7.

Goal Setting, the Attainable Dream, by REALTOR® Charles M. Smith, March 1974, pp. 34-36.

Guidelines for the New Branch Office, by REALTOR® R. Alexander McClelland, Jr., February 1974, pp. 62-65.

I Love ABC Realty, by Wayne R. Weld, March 1974, pp. 28-30.

It's a Bird, It's a Plane, It's Superman (?), by Herbert M. Greenberg, Ph.D., and Jeanne Greenberg, April 1974, pp. 14-15.

Open for Business, by REALTOR® Monte Lord, October 1974, pp. 46-48.

Put a Little Pizazz into Your Sales Meetings: 52 Sales Meetings for the Coming Year, November/December 1974, pp. 26-31.

Selecting Top Producers, by Herbert M. Greenberg, Ph.D., and Jeanne Greenberg, September 1974, pp. 4-11.

A Step Beyond the Sales Meeting, by REALTOR® Richard Caruso, March 1974, pp. 46-51.

Three Strikes and You're Out, by REALTOR® Bernard J. MacElhenny, Jr., October 1974, pp. 36-37.

Tying Up the Loose Ends, by REALTOR® William B. Fooks, March 1974, pp. 16-22.

Will the Real Sales Manager Please Stand Up? January 1974, pp. 34-39.

Women Are Like That Other Gender, May/June 1974, pp. 4-9.

TAXES

Are You Taking Your Rightful Tax Deductions? by Donald E. Shutt, February 1974, pp. 16-19.

Is the Homeowner Subsidized? by A. H. Schaaf, January 1974, pp. 26-29.

Pitfalls and Profits of Land Development, by REALTOR® Howard G. Krafus, March 1974, pp. 4-8.

A Primer for Creative Tax Planning, by Robert E. Wangard, November/December 1974, pp. 50-63.

Recapture: A Word to Remember, by REALTOR® E. C. Stevens, October 1974, pp. 18-20.

Taxes and the International Transaction, by Dwaine E. Carr, July 1974, pp. 51-55.

ZONING

Air Rights, the Third Dimension, by Jack Kusnet, August 1974, pp. 12-15.

Land Investment Enters an Era of Regulation, by Robert H. Whitney, October 1974, pp. 26-27.

Land Use: The Taking Issue, by David L. Callies, November/December 1974, pp. 18-24.

Remedies for Exclusionary Zoning, by Stephen Sussna, October 1974, pp. 38-41. □

